

Press release

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Intertextile Shenzhen 2020 rebrands and expands with new venue plus concurrent fairs

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The newly rebranded Intertextile Shenzhen Apparel Fabrics (formerly Intertextile Pavilion Shenzhen) will take place from 15 – 17 July 2020, at a brand new venue – the Shenzhen World Exhibition and Convention Center. An estimated 2,000+ exhibitors are expected to join a space of 60,000 sqm (2019: 1,065 exhibitors). Held concurrently with the first Shenzhen edition of Yarn Expo, as well as CHIC and PH Value, the fair offers a comprehensive, convenient platform for sourcing between seasons in South China.



Shenzhen World Exhibition and Convention Center is the world's largest exhibition venue

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, said, "Intertextile Shenzhen has long offered an access point to key garment manufacturers, from South China to Southeast Asia and beyond. The move to a new venue means the fair has room to grow even more, in a convenient location. And following the successful model of Intertextile Shanghai with three concurrent fairs, the July date makes this the ideal fair for trade buyers who need a one-stop shop for apparel sourcing between seasons."

The world's garment production centre

Shenzhen is a key city in China's Greater Bay Area, a central government scheme to develop an integrated economic hub by linking nine major cities of South China's Guangdong Province, Hong Kong and Macau. The Greater Bay Area includes major garment manufacturing

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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hubs for all kinds of garment clusters, including ladieswear, menswear, kids wear, denim, wool and underwear.

The new venue is located near the Shenzhen Bao'an International Airport, while the area is also well connected via high speed trains and the world's third largest ferry port, ensuring convenience for local manufacturers as well as international buying offices from Hong Kong. The fair is also an ideal location for garment producers from countries in the ASEAN region, such as Vietnam, Thailand, Indonesia, the Philippines, Malaysia and Cambodia.

A world-class fashion destination

The venue is close to Dalang Fashion Town in Shenzhen, an ongoing development subsidised by the government that aims to use the momentum of the Greater Bay Area to build an international fashion centre. The development builds on top of Shenzhen's strong foundations in fashion, with the city already being a well-known ladieswear hub, home to around 30,000 fashion designers and over 2,000 fashion retailers.

With aims to specialise in technology, design and sustainability, Dalang Fashion Town is part of China's efforts to continue to expand its textile industry from not only manufacturing, but also to design and trendsetting. The area is home to around 500 domestic fashion enterprises.

Meeting year-round demand in the fashion industry

Fast fashion and sustainability rarely meet in the middle, however, both concepts are key drivers towards smaller batch sizes and on-demand replenishment. Market needs now constantly adapt to fast fashion trends outside of traditional Spring and Autumn collections, while at the other end of the spectrum, demand for sustainability is predicted to continue to grow in the 2020s, as public awareness of overproduction issues in the fashion industry rises.

Intertextile Shenzhen's mid-summer date makes it an ideal event for trade buyers to replenish stocks between seasons, while many exhibitors also offer product-in-stock services for faster processing. Smaller batch orders are also welcomed by many exhibitors at the fair, encouraging the industry to reduce waste through over-production.

Intertextile Shenzhen Apparel Fabrics will be held from 15 – 17 July 2020. This fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry (CCPIT) and the China Textile Information Centre. For more details, please visit: <https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html>.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

Intertextile Shenzhen Apparel Fabrics
2020
Shenzhen, China
15 – 17 July 2020

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Notes to editors:

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Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019